

The Consumer of Social Media. An Intergenerational Approach

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Abstract

Based on generations' cohort theory, the purpose of this study is to study the social media consumer persona from an intergenerational perspective: by comparing the last three adult generations: X, Y and Z. In order to create the consumer persona of each generation we decided to use the Cattell 16 personality's model to measure first of their own personality traits perception, and, also, the perceived personality of their favorite social media platform. By comparing those two, we want to see if there is a correlation between them. The results show that the difference between the behaviors of social media consumer may be explained by the personality traits theory. So, there is a relationship between the human being personality traits as perceived by themselves and the preferred brand personality traits – in this case the social media brand personality traits.

Key words: Generations' Cohort Theory, social media consumer persona, intergenerational perspective, Cattell personality traits model

J.E.L. classification: D11, D12, D31, E21

1. Introduction

In today's world, there has been a significant rise in the consumption of digital media, which has led to an overall increase in that consumption of it (Ouiridi et al., 2014, p. 107). Virtually everyone is familiar with and makes use of social media (Duffett, 2015, p. 243). However, each generation uses social media for a unique set of reasons (Ellison et al., 2007, p. 1143). In addition, everyone has a unique concept or picture of each social media platform, and each person has a preferred type of social media. Several research had been carried out in order to investigate and gain an understanding of the patterns of behavior exhibited by various generations in relation to social media (Sessa et al., 2007, p. 47).

There has been a decrease in the use of traditional communication channels as a result of people being continually informed with the news of their friends, as indicated by studies (Shao and Ross, 2015, p. 239). This also highlights how rapidly a single update posted by a single person may spread over their whole social network. For some, it has created a sense in them that they need to be informed with what is going on in the lives of their friends (Lewallen and Behm-Morawitz, 2016, p. 1). This is one of the reasons why there are so many people who have smart phones; you can quickly log on to a social media account with internet access and application access from a smart phone.

It was stated that there is a predisposition for each generation to use a specific social media platform (Kabadayi and Price, 2014, p. 203), but we want to find out if there is a relationship between the perceived personality traits of the favorite social media platform and own personality traits, both of them measured using the Cattell model. We also aimed to describe the social media consumption made by generation X, Y and Z, in order to create a social media consumer persona for each of these three generations.

2. Theoretical background. Social media consumer persona: an intergenerational perspective

Every generation shares a similar worldview, and as people become older, they develop features that differentiate them from those of earlier generations. These attributes include behavioral characteristics, work ethics, attitudes, learning capacities, and motivational skills. In this study, we will explore the particularities of each generation.

According to Howe and Strauss (2000, p. 29), there are three characteristics that can more accurately identify generations than age, despite the fact that these qualities are also associated to age; as a result, they are linked to the experiences of cohorts:

- perceived membership: the members' self-perception, which begins in youth and culminates in adulthood;
- shared beliefs and behavior: attitudes toward family, work, private life, politics, religion, and other topics, as well as behavior (job, marriage, children, health, crime, sex, drugs, and other topics) that characterize the generation;
- shared historical place/situation: the turning points of historical trends and significant events that affect the generation throughout critical years

When conducting research on generations, the first thing that needs to be examined is how generations are to be identified, as well as what kind of age constraints and cohort boundaries should be established, and how many generations should be taken into consideration. It was widely believed for a considerable amount of time that the study of three generations should be conducted, and that the young (Z Generation), middle-aged (Y Generation), and elderly generations (X Generation) should be differentiated from one another.

Generation Z

When we take a closer look at Generation Z, we can see that there are already several different ways to refer to them. Some of these names include "Post millenars", "Facebook generation", "Digital Natives", "Switchers" (Cervi, 2021, p. 198) "Dotcom children", "Netgeneration" "iGeneration" (Singh and Dangmei, 2016, p. 1), "C - Connection – generation", "D - Digital – generation" and "R - Responsibility – generation" (Chillakuri and Mahanandia, 2018, p. 34).

As the first generation to be born into a world where everything physical, from people to locations, has a digital equivalent, members of Generation Z will most certainly "see" a digital layer in everything they come into contact with (Seemiller and Grace, 2016, p. 3). They probably won't be able to tell the difference between the real world and the digital world, but instead will consider them to be the same thing. (Sladek and Grabinger, 2018, p. 2)

The "online" generation that is currently leading is Generation Z. They go about their day using various forms of social media. They are happy and feel it is vital to provide active feedbacks and comments about the brands/services/issues they use or are involved in one way or another, and in addition to this, they value the opinion given by others too. These Z'ers have more tendencies than other generations to prefer online social sites for communicating and interacting with people they know.

Generation Y

Other names for this generational cohort include "Millennials" (born during the last two decades of the 20th century and, as a result, began their adult lives in the new millennium), "Generation Net," "Generation Me" and "Generation Y." (Howe and Strauss, 2000, p. 29). The Millennial identity places a premium on connectedness in all aspects of life. They were the first generation to be born during the era of the internet, and as a result, they have had access to almost an infinite amount of information, digital resources, and cutting-edge technologies. Millennials' perspectives have been shaped as a result of the emergence of a formal digital presence, which has also fostered a demand for constant learning from unique and unorthodox sources (MacKenzie and Scherer, 2019, p. 119). They are the first generation to have spent their entire lives in the digital environment (Cheung et al, 2017, 507); information technology profoundly affects how they live and work. Gen Y was given tools to succeed, while Gen Z was taught skills to succeed (Sladek and Grabinger, 2018, p. 11).

On social media platforms, members of Generation Y not only work and play, but also actively generate content, share content, search for content, and consume content. The use of social media by members of Generation Y is of interest to service managers as well as academics since it may serve as a prediction of future behavior.

Millennials have a pattern of default behavior when it comes to social media due to the fact that current communication technology is an ever-present aspect of their lives and a main instrument through which they evaluate reality and everything they do.

Generation X

The members of Generation X (currently between the ages of 41 and 56), often known as Gen Xers, are resourceful, independent, and concerned with maintaining a healthy work-life balance. As they became older, members of Generation X who were raised in Eastern Europe saw the fall of communism, which encouraged them to adopt a more open-minded worldview. They had minimal exposure to the culture and ideas of the West, as well as developments in technology, which they grew to appreciate and grasp more fully as adults with the introduction of contemporary communication technologies. They also had little exposure to Western technological advances. Members of Generation X have a high level of education and, as a consequence, are much more realistic and skeptical than previous generations.

Gen Xers tend to be more responsible in their use of social media communication, mostly because they became acquainted with mobile devices, modern communication technology and social media during adulthood (Dabija et al., 2018, p. 191).

They have more life experience and family obligations, and they choose high-quality goods and services.

Gen Xers are more responsible in their usage of social media communication, owing to their maturity exposure to mobile devices, current communication technologies, and social media (Micu et al, 2022, p. 121). Members of Generation X are largely self-sufficient individuals who grew up in a peaceful environment, in contrast to their parents, the Baby Boomers, who saw the ravages of war and economic reconstruction. Their major values are family, friends, or school, which causes them to be more pragmatic and flexible in their behavior, as well as more cautious and skeptical of anything new. They choose spiritual values and opportunity for intellectual development over material wealth.

3. Research methodology

Nowadays everyone uses social media platform, but there are no studies showing that and if there is a relationship between the personality of the members of Generation Z, X and Y and the perceived personality of their favorite social media platform. We've decided to study the behavior of all 3 Generations in order to understand their choices and responses.

The purpose of the study is to compare the behavior on social media of the following Generations: X, Y&Z and to see, using the Cattell Model, if there is a correlation between the perception of their own personality and how they perceive their favorite social media platform as if it would have human personality traits.

This purpose is followed by several objectives:

- O1: To identify the most used social media platform by each Generation (X, Y & Z)
- O2: To identify how much time each Generation (X, Y&Z) spends daily on social media
- O3: To identify which are the hobbies of each Generation (X, Y&Z)
- O4: To identify how frequently each Generation (X, Y&Z) access social media
- O5: To examine the Cattell dimensions for each Generation (X, Y&Z) and for the most used social media of each Generation (X,Y&Z)

Hypothesis

H1: There is a relationship between the human personality traits and the preferred social media brand personal traits as perceived by social media users (Mulyanegara et al., 2009).

The motivation of this research comes from the article (Mulyanegara et al., 2009, p. 234) about the brand personality which had the aim to explore the relationship between consumer personality and brand personality using the Big Five Model. After further research I decided to use the concept

of brand personality also for my research, but using the Cattell personality’s traits model

The method used is the online survey. It is fundamentally deductive: measurements are taken, analysis is performed, and conclusions are reached. An online questionnaire was distributed on several online channels. The target of the research was 75 members for each Generation. The goal of the survey was to understand how each Generation actually is and how is this related to their behavior on Social Media.

The language of the questionnaire is in Romanian, as the target will be Romanian people. In the survey we used the Cattell-Horn-Carroll (CHC) model, which is considered the state-of-the-art of the psychometric tradition about intelligence. It was created by Raymond Cattell, he developed a taxonomy of 16 separate personality qualities that might be utilized to define and explain individual personality variances.

The Sixteen Personality Factor Questionnaire (16PF), based on Cattell's personality characteristics, is frequently used in school today for career advice. It is used in business for human selection, particularly for selecting managers. It is also used to examine anxiety, adjustment, and behavioral problems in clinical diagnosis and therapy planning.

In the survey are included the popular social network services Facebook, Instagram, TikTok , as well as the business social network services LinkedIn, we believe that most interviewers will use it at some point in their lives. We included also the communication service WhatsApp.

The population is composed by member of Generation Z, Y & X who live in Iasi, Romania.

The sample includes 75 members of each Generation (Z, Y & X)

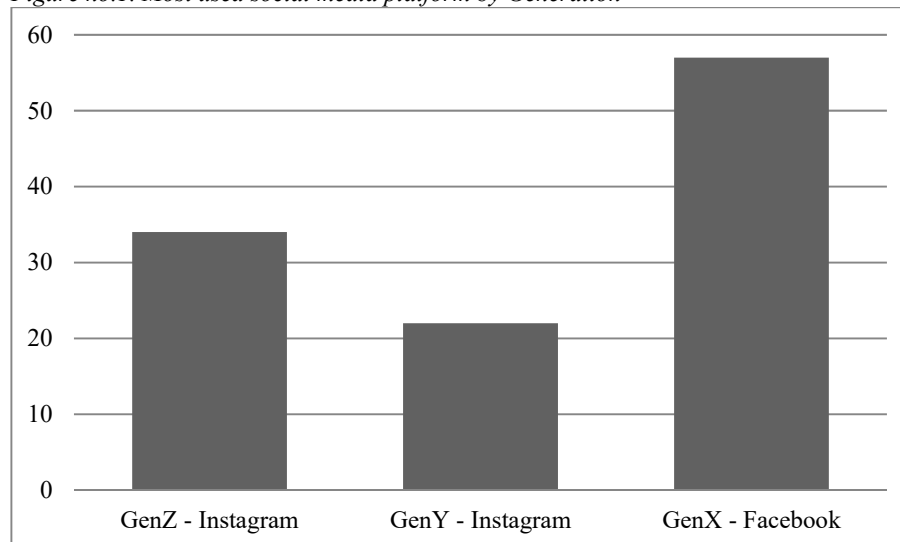
In order to analyze the personal traits of the respondents of each Generation and the personal traits of each social media perceived by the users, we used the Cattell 16 personality’s traits model. Furthermore we used the Pearson Correlation to see if there is a correlation between the personality traits of each respondent and the perceived personality traits of their favorite social media.

4. Findings

O1: Identify the type of social media most used by each Generation (X, Y & Z)

The findings presented in the graph n1 indicate that members of Generation Z are more likely to use Instagram, while members of Generation Y are also more likely to use Instagram, and members of Generation X are more likely to use Facebook.

Figure no.1. Most used social media platform by Generation



Source: Own computing data

If we have a look at the answers, we can see that there is a small difference in the preferences of Generation Z connected to Instagram and TikTok. In fact, 18 of the respondents pick TikTok while 33 of the respondents chose Instagram (Facebook = 2, Whatsapp = 5, Snapchat = 1). This

generation did not take into consideration platforms such as LinkedIn and YouTube. TikTok is a relatively new social media network, and although members of this Generation may spend a significant amount of time and hours using it, it's possible that they still prefer Instagram for a variety of reasons. On Instagram, users are able to engage in a variety of activities, however on TikTok, there are not nearly as many options. TikTok, on the other hand, is well-known for its short videos, in contrast to Instagram, where users often post photographs on their feeds.

Another fascinating discovery was that Generation Y has a preference for Facebook (22) over Instagram, despite the fact that there is a smaller gap between these two options in terms of the responses they gave (18). Based on the responses, we can see that persons between the ages of 26 and 34 prefer Instagram, while those between the ages of 35 and 41 prefer Facebook. Those who are closer in age to Generation Z are more likely to use Instagram, just like that generation, but those who are closer in age to Generation X are more likely to use Facebook, just like that generation.

O2: Identify how much time each Generation (Z, Y&X) spends daily on social media

According to the findings of this investigation, members of Generation Z spend anywhere from two to six hours per day on various social media platforms, while members of Generation Y spend anywhere from two to four hours per day, and Generation X members spend anywhere from one to two hours. From the results of the survey, the younger generation spends a greater amount of time on various social media platforms. Z generation is more dependent on their use of social media. It's possible that they spend more time on the platforms not just for amusement or other activities, but also for work-related reasons. It is important for members of this Generation to show almost everything they do, and Instagram, which the study found to be the most widely used social media platform, provides a good opportunity for them to do so by allowing them to post not only on their stories but also on their feeds about what they are doing.

O3: Which are the hobbies of each Generation (X, Y&Z)

According to the conclusions of the survey that was conducted regarding the most popular hobbies of each generation, we can observe that the most popular hobby among members of Generation Z is entertaining others (Netflix, TV).

The results of the survey indicate that members of Generation Z would rather engage in play games on their smartphones, computers, and other electronic devices rather than in less conventional forms of social interaction, such as going out with friends. They would rather participate in online societal games. This may be demonstrated by the amount of time that individuals spend on a daily basis utilizing various social media platforms (4-6 hours). Shopping ranks as the third most common pastime activity. These days, the media has a significant impact on the behavior of this Generation, and because of this, they are very attuned to the latest developments in the fashion industry. As a result, one of their primary hobbies is going shopping. It is important to note that social activities, such as going out with friends, are only the fifth most popular activity among people of this Generation, with technology being the fourth most popular passion.

The individuals who are a part of Generation Y are more interested in taking part in activities that are conducted in a group setting. Some examples of these activities include going out with friends, going to the movies, or going to the theater. They spend less time on social media platforms and place a larger focus on face-to-face contacts rather than their online counterparts. Face-to-face connections are more important to them. Activities around the house come in second place because as people get older they have more obligations, and one of those responsibilities is taking care of the house.

As part of the category of Household activities, intellectual pastimes (such as reading, writing, or learning a new language) were selected by 30 of the respondents. This demonstrates that even while members of this generation spend more time at home than members of Generation Z do, they fill that time with activities that do not include the use of social media. The fourth and fifth most common hobbies are going on trips and meditating respectively. To reiterate, they have no connection to the social networking platform.

When we consider the primary interests of members of Generation X, we find that Household activities take the top spot, followed by intellectual activities such as reading, writing, and other similar activities. This shows that individuals, when they begin the process of forming a family,

devote a greater amount of their time to the activities of the home, in this instance not only for themselves but also for the other members of the family. This generation's third preferred pastime is engaging in social activities such as going out or seeing a movie. Because Generation Y makes up the majority of the population, we may assume that the majority of their interests are unrelated to technology and that they prefer face-to-face interaction to online interaction.

O4: To identify how frequently each Generation (X, Y&Z) access social media

Members of Generation Z use social media more frequently on a daily basis. A little under a third of the people who named Instagram as their preferred social media network also access Instagram more frequently than once a day. All of the previous observations are supported by this finding. It is clear that platforms for social media have a significant influence on the day-to-day activities of Z Generation; in fact, members of this generation access these platforms a great deal throughout the day. It is also important to mention that some of the respondents who actually choose Instagram as their favorite social media platform, the one that they access the most, still only access it once a day or more times per week. This demonstrates that a minority of this generation still has other priorities or hobbies, and social media is not a part of it.

Generation Y uses Instagram more times daily. The number that access it more times weekly is still high in this Generation. No one from this generation choose a few times/week, and is interesting to see that in Generation Z, which is the most technological Generation, a few respondents choose also this option.

Generation X log more times each day on Facebook. If we look at the people who responded to the questionnaire, we can see that over 80 percent of them use Facebook more often, and virtually solely Facebook; as a result, they also have more time to spend on Facebook. Nearly one-sixteenth of the respondents say they only do it once every day, and none of them do it more than a few times per week.

O5: To identify the Cattell dimensions for each Generation (X, Y&Z) and for for the most used social media of each Generation (X,Y&Z)

In order to understand the behavior of each Generation and how they would perceive their favorite social media if would be a person (H1: There is a relationship between the human personality traits and the preferred social media brand personal traits as perceived by social media users) we used the Cattell 16 personality's traits dimension. The respondents had first of all to describe their selves using a scale from 1 to 8, where 1 for example was "Reserved" and 8 "Outgoing", furthermore had to describe as mentioned before their favorite social media platform.

Furthermore in order to see if there is a correlation between the results, we have decided to use the Pearson Correlation.

As we can see in Table no. 1, all the correlations for Gen Z are significant (p-value is below 0,05). The values for r (Pearson correlation) are between 0,35 (Reserved/Outgoing) and 0,8 (Tough-minded/Sensitive). Strong correlations show that Gen Z persons consider themselves and the preferred social media platform as being more Happy-to-luck, Sensitive, Apprehensive or Controlled. By the other hand, based on the highest level of the mean for their own personality, they consider themselves as being rather Experimenting (5,33), and also the preferred social media platform (5,44).

Table no. 1 The significance of the correlation for Gen Z

Cattell personality traits	Mean for Z Gen	Mean for preferred platform	Pearson correlation (r)	T-statistic	p-value
Reserved/Outgoing	4,34	4,12	0,35	2,965	0,000
Less intelligent/More intelligent	4,5	4,21	0,57	5,506	0,000
Affected by feelings/Emotionally stable	4,14	3,95	0,57	5,506	0,000
Submissive/Dominant	4,38	4,09	0,46	4,112	0,000
Serious/Happy-to-luck	4,67	4,36	0,74	8,732	0,000
Expedient/Conscientious	4,61	4,18	0,64	6,611	0,000
Timid/Venturesome	4,7	4,8	0,49	4,461	0,000
Tough-minded/Sensitive	4,69	4,84	0,8	10,583	0,000

Trusting/Suspicious	4	3,95	0,55	5,227	0,000
Practical/Imaginative	4,47	4,41	0,65	6,789	0,000
Forthright/Shrewd	4,38	4,4	0,58	5,651	0,000
Self-assured/Apprehensive	4,01	3,84	0,72	8,234	0,000
Conservative/Experimenting	5,33	5,44	0,62	6,272	0,000
Group dependent/Self-sufficient	4,64	5,01	0,4	3,464	0,000
Uncontrolled/Controlled	4,8	4,81	0,74	8,732	0,000
Relaxed/Tense	3,89	3,95	0,55	5,227	0,000

Source: Own computing data

Table no. 2 shows the correlations for Gen Y. All the correlations are significant (p-value is below 0,05). The values for r (Pearson correlation) are between 0,35 (Timid/Venturesome) and 0,74 (Expedient/Conscientious). Strong correlations show that Gen Y persons consider themselves and the preferred social media platform as being more Conscientious, Experimenting, Suspicious or Controlled. By the other hand, based on the highest level of the mean for their own personality, they consider themselves as being rather Controlled (5,45), and the preferred social media platform as being rather Conscientious (4,78).

Table no. 2. The significance of the correlation for Gen Y

Cattell personality traits	Mean for Y Gen	Mean for preferred platform	Pearson coefficient (r)	T-statistic	p-value
Reserved/Outgoing	4,36	4,01	0,56	5,147	0,000
Less intelligent/More intelligent	5,2	4,73	0,63	6,178	0,000
Affected by feelings/Emotionally stable	4,63	4,45	0,59	5,565	0,000
Submissive/Dominant	4,81	4,26	0,54	4,886	0,000
Serious/Happy-to-luck	4,38	4,15	0,46	3,945	0,000
Expedient/Conscientious	5,26	4,78	0,74	8,378	0,000
Timid/Venturesome	4,61	4,53	0,35	2,845	0,000
Tough-minded/Sensitive	4,15	3,66	0,61	5,862	0,000
Trusting/Suspicious	4,86	4,48	0,64	6,343	0,000
Practical/Imaginative	4,73	4,16	0,48	4,166	0,000
Forthright/Shrewd	4,3	3,88	0,54	4,886	0,000
Self-assured/Apprehensive	3,6	3,2	0,62	6,018	0,000
Conservative/Experimenting	4,93	4,55	0,66	6,690	0,000
Group dependent/Self-sufficient	5,35	4,55	0,38	3,128	0,000
Uncontrolled/Controlled	5,45	4,56	0,65	6,514	0,000
Relaxed/Tense	5,15	4,33	0,51	4,515	0,000

Source: Own computing data

Table no. 3 shows the correlations for Gen X. Not all the correlations are significant (p-value below 0,05). We confirm that H1 is statistically significant only for the following variables: Reserved/Outgoing, Affected by feelings/Emotionally stable, Submissive/Dominant, Serious/Happy-to-luck, Timid/Venturesome, Forthright/Shrewd, Conservative/Experimenting, Uncontrolled/ Controlled, Relaxed/Tense, Expedient/Conscientious and Self-assured/Apprehensive. Furthermore we reject the null hypothesis, and accept the alternative hypothesis for these variables. The p-value for Less intelligent/More intelligent, Tough-minded/Sensitive, Trusting/Suspicious, Practical/Imaginative and Group dependent/Self-sufficient is higher than 0.05 (> 0.05), so is not statistically significant and indicates strong evidence for the null hypothesis. This means we retain the null hypothesis and reject the alternative hypothesis.

The values for r (Pearson correlation) are between 0,37 (Self-assured/Apprehensive) and 0,84 (Reserved/Outgoing). Strong correlations show that Gen X persons consider themselves and the preferred social media platform as being more Outgoing, Emotionally stable, but also Venturesome or Experimenting and Tense. By the other hand, based on the highest level of the mean for their

own personality, they consider themselves as being rather Controlled (5,02), and also for the preferred social media platform (4,17). We can see that there is a lower correlation between several variables. In this case, there is almost no correlation between the variables Group dependent/Self-sufficient. There is also almost no correlation for Practical/Imaginative, as it was for Generation Y. Furthermore there is a low correlation between Self-assured/Apprehensive, Trusting/Suspicious, Tough-minded/Sensitive, Expedient/Conscientious and Less intelligent/More intelligent.

Table no. 3. The significance of the correlation for Gen X

Cattell personality traits	Mean for X Gen	Mean for preferred platform	Pearson correlation (r)	T-statistic	p-value
Reserved/Outgoing	3,87	3,78	0,84	11,790	0,000
Less intelligent/More intelligent	3,88	3,49	0,07	0,534	0,595
Affected by feelings/Emotionally stable	4,4	3,91	0,68	7,063	0,000
Submissive/Dominant	4,32	3,93	0,62	6,018	0,000
Serious/Happy-to-luck	3,88	3,77	0,5	4,396	0,000
Expedient/Conscientious	4,86	3,88	0,43	3,627	0,000
Timid/Venturesome	4,86	3,88	0,72	7,901	0,000
Tough-minded/Sensitive	4,82	4,01	0,15	1,155	0,252
Trusting/Suspicious	3,52	3,21	0,21	1,635	0,107
Practical/Imaginative	4,27	3,81	0,01	0,076	0,939
Forthright/Shrewd	4,5	4,4	0,54	4,886	0,000
Self-assured/Apprehensive	3,18	3,99	0,37	3,033	0,000
Conservative/Experimenting	4,06	4,39	0,67	6,873	0,000
Group dependent/Self-sufficient	4,45	3,4	0,08	0,611	0,543
Uncontrolled/Controlled	4,72	3,92	0,6	5,711	0,000
Relaxed/Tense	4,3	3,79	0,67	6,873	0,000

Source: Own computing data

We can observe that there are fewer correlations or no correlations at all when we pass from the youngest Generation (Z) which uses more frequently social media to the Generation (X) which uses fewer social media platform. This may show that Z Generation who used more frequently social media and has the same personality traits as their favorite social media platform

From the mean we can describe this Generation as being reserved, contrary to Generation Z and Y. They are emotionally stable, dominant and serious, contrary to the previous two Generations. This Generation is also conscientious, venturesome, tough-minded and practical. Interesting is the fact that they are trusting. They are also self-assured, controlled and relaxed.

5. Conclusions and limitations

In the modern world, there has been a significant rise in the consumption of digital media, which has led to an overall increase in that consumption of it. The vast majority of people nowadays are conversant in and make use of various forms of social media. Nevertheless, members of each successive generation use social media for a diverse range of reasons. In addition, everyone has a different idea or image of how each social media site works, and everyone also has a social media platform that they prefer to use. Several studies have been conducted in order to explore and get an understanding of the patterns of behavior exhibited by different generations in relation to social media. Several studies were carried out in order to investigate and understand the patterns of behavior. The goal of this study is to understand the behavior of Generation Z, Y and X on social media and to see if there is a relationship between the human personality traits and the preferred social media personal traits as perceived by social media users using the Pearson correlation model.

Our finding show that Generation Z uses more frequently the social media platform Instagram, Generation Y uses also more frequently Instagram while Generation X uses more frequently Facebook.

Generation Z spends daily between 4-6 hours on social media platforms, Generation Y spends between 2-4 hours on social media platforms while Generation X between 1-2 hours. This is related mainly to the free time each individual has daily, and as we can see Generation Z has more time to spend on social media platforms.

Generation Z has many hobbies related to the technological field, they would rather engage in play games on their smartphones, computers, and other electronic devices rather than in less conventional forms of social interaction, such as going out with friends. They would rather participate in online societal games. On the other hand Generation Y is more interested in taking part in activities that are conducted in a group setting. Some examples of these activities include going out with friends, going to the movies, or going to the theater. Spending time playing videogames is part only of the hobbies of a minority of this generation. When we consider the primary interests of members of Generation X, we find that Household activities take the top spot, followed by intellectual activities such as reading, writing, and other similar activities.

All Generation uses more times/day their favorite social media platform, but in Generation Z and X there were respondents who choose few times/day and few times/week as how frequently they access their favorite social media, while for Generation Y there weren't.

The p-value for the variables for Generation Z and Y is ≤ 0.05 , so is statistically significant. It indicates strong evidence against the null hypothesis, as there is less than a 5% probability the null is correct. Therefore, we reject the null hypothesis, and accept the alternative hypothesis. On the other hand, for Generation X, the p-value is not statistically significant for all variables (p-value > 0.05). It indicates strong evidence for the null hypothesis. This means we retain the null hypothesis and reject the alternative hypothesis. We can see from O5 that there are fewer correlations or no correlations at all when we pass from the youngest Generation (Z) which uses more frequently social media to the Generation (X) which uses fewer social media platform. This may mean that the youngest Generation (Z) is more willing to experience new social media brands, while Generation X, the oldest of the study, is not interested in discovering new social media platforms. In conclusion Generation X has the lowest OSL (Optimum Stimulation Level), while Generation Z has the highest OSL.

The main limitation of this study is the volume of the sample. But, being an exploratory research, this findings do not describe the phenomenon, but is mostly a glimpse into it.

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